

Soft Drinks in Belgium

Market Direction | 2024-11-14 | 89 pages | Euromonitor

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Report description:

In 2024, the soft drinks landscape in Belgium experienced a decline in retail volume as consumers increasingly prioritised health, with the aim of reducing their overall consumption. However, some of these beverages appealed as affordable indulgences. Consequently, the transition to sugar-free options stabilised, with no significant growth in this segment compared to previous years. However, categories such as bottled water benefited from the health trend as consumers sought healthier hydration...

Euromonitor International's Soft Drinks in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Soft Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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